

NEWS RELEASE

Indiana Criminal Justice Institute

Fans
Don't Let
Fans
Drive Drunk.

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FOR IMMEDIATE RELEASE

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More Than Half of Indiana's Super Bowl Weekend Traffic Fatalities Caused by Impaired Drivers

Governor's Council urges Super Bowl fans to designate a sober driver

Indianapolis, IN. - According to the National Highway Traffic Safety Administration (NHTSA), Super Bowl Sunday is one of the most dangerous days to travel on U.S. roadways due to impaired driving. That is why the Governor's Council on Impaired & Dangerous Driving is urging all motorists who plan to celebrate Super Bowl XLIV with alcohol, to designate a sober driver before the festivities begin.

"The Super Bowl is one of the nation's largest and most widely viewed sporting events, enjoyed by fans of all ages. As Indiana fans prepare to cheer the Indianapolis Colts on to Super Bowl victory this Sunday, we should also be united in our efforts as responsible motorists to keep our roadways safe. That's why we encourage fans who plan to consume alcohol to turn over their keys to a designated driver before the big game kicks off," said ICJI Executive Director, T. Neil Moore.

In 2009, two-thirds of the fatal collisions that occurred in Indiana over Super Bowl weekend involved a driver that was either drunk or under the influence of illegal drugs. For the past two years, at least half of the state's traffic fatalities during this period were caused by an impaired driver. Additionally, 75 percent of the individuals killed in these collisions were not wearing a seat belt.

"Over the past several years, we have seen an impressive drop in the number of traffic related fatalities in Indiana. While this record is a testament to tougher traffic safety laws that are carried out by our law enforcement partners across the state, still more can be done to save lives on Indiana's roadways," Moore continued. "Make a play for safety this Super Bowl weekend – designate a sober driver and remember to buckle up – every seat, every trip, every time."

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Super Bowl XLIV: "Fans Don't Let Fans Drive Drunk"

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By following a few simple steps, fans can avoid arrest, serious injury, or worse as a result of driving while impaired:

- Avoid drinking too much alcohol too fast - pace yourself. Eat, take breaks and alternate with non-alcoholic drinks.
- Designate your sober driver **before** the game begins and give that person your car keys.
- If you become impaired, don't even think about getting behind the wheel. Ask a sober friend or family member for a ride, call a cab, or stay where you are and sleep it off.
- If you see an impaired driver on the road, call 911.

If you are hosting a Super Bowl party, responsibility matters:

- Serve plenty of food – and be sure to include lots of non-alcoholic beverages.
- Stop serving alcohol at the end of the third quarter.
- Be sure all of your guests designate their drivers in advance, or help arrange ride-sharing with sober drivers.
- Keep the numbers for local cab companies handy.
- If you think someone is about to drive while impaired, take their keys and help them make arrangements to safely get to their destination. Remember, *Fans Don't Let Fans Drive Drunk*.

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